



PATENT
Customer No. 22,852
Attorney Docket No. 01876.0039-00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
David Bieber) Group Art Unit: 3611
Application No.: 10/763,189) Examiner: Joanne Silbermann
Filed: January 26, 2004) Confirmation No.: 6440
For: ADVERTISING ARRANGEMENT,)
DISPLAY, AND ADVERTISING)
METHOD)

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

RESPONSE TO RESTRICTION REQUIREMENT

In response to the Office Action dated March 2, 2006, the non-fee period for response to which extending through June 2, 2006, by the attached Petition for Extension of Time and requisite fee, please issue an Office Action on the merits in accordance with the following election of species.

In the Office Action, the Examiner required restriction under 35 U.S.C. § 121 between a number of allegedly distinct species of the claimed invention. The Examiner indicated that independent claim 1 is generic to the following species:

- I. Group I - characterized by the Examiner as being drawn to a transparent pane in the display sleeve;
- II. Group II - characterized by the Examiner as being drawn to a transparent sleeve in the display sleeve; or

- III. Group III - characterized by the Examiner as being drawn to a transparent display sleeve.

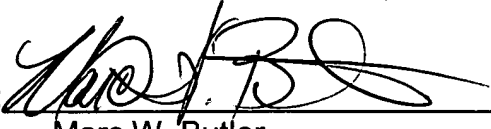
We believe that at least claims 27, 37, 45, 73, and 77 are also generic to each of these species. In response to this restriction requirement, Applicant provisionally elects to prosecute the species of Group II, on which claims 1, 5-8, 14, 18-21, 27, 35, 39-41, 45, 52-54, 56, 58, 73, 76, and 77 are readable. Applicant also respectfully requests appropriate rejoinder and examination of any withdrawn claims in the event the Examiner determines that a generic claim is allowable.

Additionally, the Examiner is invited to telephone the undersigned Applicant's representatives at (202) 408-4328 if it would serve to further expedite the prosecution of this application and, thereby, minimize time and expense.

Please grant any extensions of time required to enter this response and charge any additional required fees to our deposit account 06-0916.

Respectfully submitted,

FINNEGAN, HENDERSON, FARABOW,
GARRETT & DUNNER, L.L.P.

By: 
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Date: June 2, 2006